

Examiner. The short tabs are more clearly emphasized. The numeral 146 is placed as indicated in the specification. Having thus provided drawing corrections, withdrawal of the drawing objections is respectfully requested. The drawing changes are believed to be completely in line with the Examiner's suggestions.

#### FEE STATEMENT

No fee is believed due because the claims submitted with this amendment are the same as, or no greater than, the number and type of originally presented, but now cancelled claims. Nevertheless, an appropriate authorization to charge or credit the deposit account of applicant's attorney is enclosed in the required duplicate original form -- to be used if necessary.

#### REMARKS

Claims 1 to 12 are in the application. Claims 2 to 12 stand rejected under 35 U.S.C. 112. Claims 1 to 12 stands ejected under 35 U.S.C. 102 as anticipated by U.S. Patent Number 5,487,568 to Ipsen (hereafter Ipsen).

Appropriate amendments, as suggested by the Examiner have been made to overcome the rejections under 35 U.S.C. 112. The rejection under 35 U.S.C. 102 is respectfully traversed. Of

#### RESPONSE TO CLAIM OBJECTIONS

The Examiner has made a number of claim objections. Applicant's attorney has interpreted as a statement of the Examiner's preferred form of claim. Attempts to use the Examiner preferred form of claims without compromising the

applicant's rights are set forth in this amendment.

RESPONSE TO POTENTIAL DOUBLE PATENTING REJECTION

The Examiner has alleged that Claims 3 and 4 are substantially similar to 9 and 10; and that Claims 5 and 6 are substantially similar to 11 and 12. Applicant disagrees with the suggestions. For that suggestion to be accurate, Claims 1 and 7 would have to relate to substantially similar devices. However, the different frames are clearly depicted in the drawings and reflected in these claims. Since such sets these claims are not duplicates, it is respectfully submitted that the double patenting suggestion should not mature into a rejection.

RESPONSE TO 35 U.S.C. 112 REJECTION

The Examiner indicated in the rejection that certain phraseology is preferred. Attempts have been made to incorporate the Examiner suggestions. More specifically, Claim 2 and Claim 8 have been amended as suggested by the Examiner. The reference to relative to the frame in Claim 3 is replaced with a reference to between.

The reference to the at least one tab being awkward in Claim 3 is not understood. It is well set forth in the specification that applicant's device that the vehicle in a license plate positioned. While the vehicle is still on the daily lot at a dealer, applicant's device is left whole. When the vehicle is sold, the advertising device is separated into the frame and center portion by breaking at least one tab.

Any number of suitable tabs may be used to hold the advertising device together. When it is designed to place a license plate on the vehicle, the center portion is separated from the frame in the frame may be left around a license plate.

With regard to Claim 7, applicant's invention relates to an advertising device. It logically follows an advertising device has some information useful for advertising thereon. Such referenced applicant's printing on his device, when taken with the structure set forth in the claim, is clearly proper.

The claims have been reviewed and clarified in order to overcome this rejection by the Examiner. Accordingly, all claims, remaining herein, are believed allowable. Such action is respectfully requested.

#### RESPONSE TO 35 U.S.C. 102 REJECTION

Claims 1 to 12 to stand rejected under 35 U.S.C. 102 as anticipated by U.S. Patent 5,487,568 to Ipsen (hereafter Ipsen). This rejection is respectfully traversed.

The reference relates to an adhesive assembly which may be mounted at a vehicle. The adhesive assembly has a plurality of sheets, which may be removed therefrom as desired. Such structure is completely different from applicant structure has no sheet structure.

Applicant structure is a flat, rigid sheet, with a center separable from a frame due to perforations and tabs. This structure, as claimed, is substantially different than the

structure of the reference. Accordingly this reference cannot anticipate these claims.

The effectiveness of the claimed advertising device is set forth an affidavit by Joseph S. Bosco, a gentleman of high experience in the automotive field. Such effectiveness also mitigates against the use of this reference against these claims.

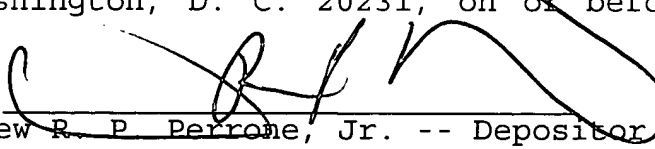
Accordingly, all claims, remaining herein, are believed allowable. Such action is respectfully requested.

#### CONCLUSION

Accordingly, all rejections having been overcome by amendment or traversed by remarks, reconsideration and allowance of the instant application is respectfully requested. Applicant's attorney remains amenable to assisting the Examiner in the allowance of this application.

  
Mathew R. P. Perrone, Jr.

I hereby certify that this correspondence is being deposited with the United States Postal Service as express of mail in an envelope addressed to: Commissioner of Patents and Trademarks, Washington, D. C. 20231, on or before May 24, 2002.

  
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Date of Mailing: on or before May 24, 2002.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE PRIMARY EXAMINER

Inventor: Michael Nowak	)	
	)	
Title: MULTIPURPOSE ADVERTISING DEVICE	)	Group Art Unit:
	)	3628
Serial Number: 09/705,411	)	
	)	Examiner:
Filing Date: November 3, 2000	)	James M.
	)	Hewitt
Attorney's Docket Number: Y2K.0090	)	

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

CLAIMS APPENDIX

Claim 1 (once amended). An advertising device adapted for mounting on a vehicle comprising:

(a) [the advertising device including] a frame and a center section forming the advertising device;

(b) the advertising device being adapted for securing to a license plate area of a vehicle;

(c) the frame being securable to the vehicle;

(d) the frame and the center section being adapted to have advertising thereon; and

(e) the frame being separable from the center section.

Claim 2 (once amended). The advertising device of Claim 1 [further comprising] wherein:

(a) the frame has [having] at least one slit separating the center portion from the frame;

(b) the frame has [having] at least one tab connecting the center portion to the frame;

(c) the at least one tab is capable of being [adapted for severing] severed in order to separate the center portion from the frame;

(d) the at least one slit and [the having] at least one tab provides [providing] a shape for the center portion relative to the frame.

Claim 3 (once amended). The advertising device of Claim 2 [further comprising] wherein:

(a) the frame separates [separating] from the center portion by severing all members of the class consisting of the at least one tab; and

(b) the frame includes [including] at least one aperture for securing the advertising device to the vehicle.

Claim 5. (once amended) The advertising device of Claim 2 [further comprising] wherein:

(a) the frame separates [separating] from the center portion by severing all members of the class consisting of the at least one tab; and

(b) the frame including at least one aperture for securing the frame to the vehicle.

Claim 7. (once amended) In a vehicle having at least one advertisement thereon, the improvement comprising an advertising device with the at least one advertisement thereon adapted for mounting on the vehicle, the improvement further comprising:

(a) the advertising device having a multiplicity of uses;

(b) the advertising device including a frame and a center section;

(c) the advertising device being adapted for securing to a license plate area of a vehicle;

(d) the frame being securable to the vehicle;

(e) the frame and the center section being adapted to have advertising thereon; and

(f) the frame being separable from the center section.

Claim 8. (once amended) The [advertising device] vehicle of Claim 7 [further comprising] wherein:

(a) the frame has [having] at least one slit separating the center portion from the frame;

(b) the frame has [having] at least one tab connecting the center portion to the frame;

(c) the at least one tab provides [being adapted] for severing the center portion from the frame; and

(d) the at least one slit and the [having] at least one tab provides [providing] a shape for the center portion relative to the frame.

Claim 9. (once amended) The vehicle of Claim 8 [further comprising] wherein:

(a) the frame separates [separating] from the center portion by severing all members of the class consisting of the at least one tab; and

(b) the frame includes [including] at least one aperture for securing the advertising device to the vehicle.

Claim 11. (once amended) The vehicle of Claim 8 [further comprising] wherein:

(a) the frame separates [separating] from the center portion by severing all members of the class consisting of the at least one tab; and

(b) the frame includes [including] at least one aperture for securing the frame to the vehicle.